



## **Digital Marketing Executive - Petworth, West Sussex Job Role & Responsibilities**

We are looking for a Digital Marketing Executive to join our dynamic team to bring passion, creativity and focus to all digital aspects of our rapidly growing business. You will be working closely with our Marketing and Communications Manager and also our management team to bring the Roebuck Estates brand to life and deliver on our marketing strategy.

### **JOB DESCRIPTION**

- Responsible for all areas of Digital including website, SEO & SEM, social media and advertising.
- Devising, planning and implementing the company's digital marketing strategy.
- Creating, developing and delivering online marketing content, through our website including blogs, social media channels and email marketing campaigns.
- Responsible for the day to day running of digital marketing and promotional activity to maximise exposure for our brand and drive sales through our website.
- Supporting the marketing team with brand campaigns and projects across all E-Commerce and social channels, including Facebook, Instagram, Twitter and LinkedIn.
- Drive engagement and awareness across core channels including our website and social media platforms to increase reach and community.
- Communicating regularly to our audience, in both UK and global markets, through appropriate social media channels.
- Working closely with an external agencies – website and branding to ensure our website is relevant and up to date and to create bespoke imagery and video content for digital campaigns and digital channels.
- Oversee and drive E-Commerce sales.
- Enhancing and improving our E-Commerce customer journey.
- Delivering loyalty generating programmes such as Refer a Friend.
- Lead on the launch of our new wine club across core digital channels.
- Manage and host online tastings and events.
- Support and participation in our annual events programme.
- Research, monitor and analyse key competitors and stay up to date with the latest market trends.
- Managing and overseeing the company's digital marketing budget, tracking ROI and reporting on all marketing activity.

[roebuckestates.co.uk](http://roebuckestates.co.uk)

Upperton Farm Tillington Petworth West Sussex GU28 ORD 01798 263123 [hello@roebuckestates.co.uk](mailto:hello@roebuckestates.co.uk)



- Regular reporting and analysis of sales data through our website, digital campaigns and marketing spend across all channels.

The role will be based within reasonable proximity of Petworth, West Sussex and, during busy periods will require a flexible approach to working hours. This is a full-time role and reports into the Marketing and Communications Manager.

**Essential Requirements:**

- WSET Level 3 or above
- Full drivers' license (due to rural location)
- Full right to work in the UK
- Excellent interpersonal skills
- Excellent written and oral skills
- Competent user of IT, including Excel, PowerPoint and Google analytics, Mailchimp, Vimeo, InDesign and Adobe.
- Organised, with the ability to multi-task and a good eye for detail
- Proactive, positive and creative mindset

**Compensation & Benefits:**

- Salary range offered between £25k p/a and £30k+ p/a depending on experience
- Generous holiday allowances
- Company Pension scheme
- Company Healthcare scheme
- Discretionary bonus scheme

It is our intention to interview from a shortlist. Closing dates for applications is Friday 15<sup>th</sup> October 2021. Please send applications including a brief cover letter and CV to [careers@roebuckestates.co.uk](mailto:careers@roebuckestates.co.uk)

**ABOUT ROEBUCK ESTATES**

*Located near Petworth in West Sussex, Roebuck Estates was founded by Michael Smith and John Ball, whose belief in the potential of the English wine industry sparked several years spent searching for and acquiring the perfect vineyard sites. Today, the Company owns and manages multiple vineyards throughout Sussex and produces award-winning English sparkling wines which are sold in the UK and distributed globally. Roebuck Estates maintains its focus on crafting traditional method sparkling wines from the classic Champenoise varietals: Chardonnay, Pinot Noir and Pinot Meunier.*

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